

What Is Claimed Is:

1. A golf club head comprising:
a striking face having a recess, and
a faceplate comprising a front surface and a back surface and angled spin-control elements between said front and back surfaces.
2. The golf club head of Claim 1, wherein the spin-control elements are parallel to each other.
3. The golf club head of Claim 1, wherein the spin-control elements are at varied angles to said front surface, the angles increasing or decreasing in a direction away from a central portion of the faceplate.
4. The golf club head of Claim 3, wherein at least one of the elements at the central portion is disposed perpendicular to said front surface.
5. The golf club head of Claim 1, wherein said elements are of the same or different material having the same or different hardness relative to each other and/or the remainder of the insert.

6. The golf club head of Claim 1, wherein said elements are solid objects which terminate at said front surface.

7. The golf club head of Claim 1, wherein said elements are voids which open to said back surface or solid objects which terminate at said back surface.

8. The golf club head of Claim 1, wherein said faceplate comprises a plurality of pixels; wherein the back endwalls of said pixels in contact with a back surface of the recess, the back surface being at an oblique angle to said front surface.

9. The golf club head of Claim 1, wherein said elements comprise hollow voids disposed at an oblique angle to said front surface.

10. The golf club head of Claim 1, wherein said elements comprise laminated layers of materials of differing hardness disposed at an oblique angle to said front surface.

11. The golf club head of Claim 1, wherein said elements comprise a plurality of voids in communication with said front surface disposed at an oblique angle to said front surface.

12. The golf club head of Claim 1, wherein said elements comprise a plurality of voids in communication with said back surface disposed at an oblique angle to said front surface.

13. The golf club head of Claim 1, wherein said elements comprise a plurality of pins which terminate at with said front surface and are disposed at an oblique angle to said front surface.

14. The golf club head of Claim 1, wherein said elements comprise a plurality of spaced apart strips which terminate at said back surface and are disposed at an oblique angle to said front surface.

15. The golf club head of Claim 1, wherein said elements comprise a plurality of parallel spaced apart hollow channels which terminate at side edges of the faceplate.

16. The golf club head of Claim 1, further comprising a backing plate between the faceplate and a back surface of the recess, the backing plate including spin control elements arranged at angles.

17. A putter designed to impart spin to a golf ball comprising:

a putter head with an insert of soft polymeric material having a striking face located in the recess, the insert having a front surface, a back surface and a plurality of angled spaced apart spin control elements therebetween, the spin control elements being arranged in the soft polymeric material such that a golf ball struck by the front surface of the insert is caused to rotate in a clockwise direction as the ball moves away from the front surface.

18. The putter of Claim 17, wherein the spin control elements comprise empty channels parallel to each other and extending inwardly from at least one side edge of the insert.

19. The putter of Claim 17, wherein the spin control elements comprise laminated layers of material arranged such that contacting surfaces of adjacent layers intersect the front surface of an acute angle.